

KBA Annual Meeting and Election March 3, 2003

The KBA election for vacant and expanded position vacancies on the KBA Board of Directors is scheduled for March 2003 at the Keyport Sr. Center, 100 Second Street starting at 6 pm. Patricia Piney, Mark Sessa, Jeffrey Fink, Barbara Eckert, Michael Norris and Joanne Okerbloom, members of KBA Board of Directors, worked to amend the bylaws for the first election and annual meeting of the expanded district. During February all commercial property owners and business operators will receive information about the election and

annual meeting process. Legal ads have been placed in the Asbury Park Press and the Middletown Courier noticing the public of the annual meeting and the meeting calendar of the Board of Directors. The annual meeting provides a public forum to present accomplishments and future objectives to the entire community. All business and commercial owners must be registered to participate in the election and annual meeting. Forms will be mailed prior to the meeting. Annually, a resident, not assessed, voting member of the board, is elected to serve a one-year

term on the Board of Directors. The resident, not assessed, voting member links the KBA business agenda with the issues of our residential community.

Call the KBA Office for additional information 732-739-0690 or email kshaw@keyportonline.com.

\$250 "BID Bucks" WINNERS!

Keyport Business Alliance has announced more winners in the direct marketing campaign, "You Won't Believe It's In Keyport!". Mailed to over 10,000 Bayshore residents each month, promoting all the businesses in Keyport.

Health, Beauty & Fitness
BID Bucks Drawing winner
Annette Balestracci, Keyport

Professional & Business Services
BID Bucks Drawing winner
Janinee Popovich, Keyport

Congratulations to these KBA business promotion winners. They are able to use services from our Keyport businesses listed on each promotional card using their KBA "BID Bucks" certificate.

KEYPORT BUSINESS ALLIANCE ANNOUNCES 2003 EVENTS

KEYPORT, NJ – The Keyport Business Alliance will host 24 family-oriented special events in 2003, including the return of the Americana Festival of Sails & Chowder Cook-Off July 5-6 and the Recreation Commission's weekend concerts throughout the summer.

Most of the events, which also include street fairs, a fall Country Jamboree, and holiday-themed activities, are free and open to the public.

Kathaleen Shaw, advocate for the KBA, said financial support from sponsors and a \$5,000 Cooperative Tourism Marketing grant from the New Jersey Office of Travel & Tourism help make the events possible.

"Last summer's Americana Festival of Sails brought 12,500 visitors," Shaw said, "and that's very successful for a first-time event." Shaw said the KBA wants to boost the event's attendance this year by offering more attractions and entertainment. Last year's festival featured live music and fireworks in addition to the chowder competition.

The kickoff for the KBA's 2003 calendar was a Winter Wonderland Sales event held over the Martin Luther King holiday weekend, January 18-20. The first-time promotion offered visitors a chance to participate in a zany competition involving frozen-chicken bowling on the sidewalk along West Front Street.

Despite subfreezing temperatures, more than 40 bowlers took part on the first day of the promotion, which was covered by film crews from local and regional TV stations. Shaw said more than \$600 in "BID" bucks, redeemable at participating Keyport businesses, were awarded to winners at chicken bowling and to the winner of a Find the Winning Snowflake contest. Frozen chickens provided by sponsor Super Foodtown Food Circus were donated to the food pantry of St. Mary's the Virgin Episcopal Church in Keyport.

The Borough's Second Annual Memorial Day Parade is scheduled for Sunday, May 25. Weekend summer concerts on Saturday and Sunday evenings are scheduled to begin in July. The Sunday concerts will be presented by the Keyport Recreation Commission. The Bayshore Gospel Center at St. Mary's Church will be presenting the Saturday concerts. Music will include pop, rock, Christian contemporary, country and folk groups.

A Mid-Summer Street Fair will be held in the downtown district on the weekend of August 1-3, followed by an Antiques & Collectibles Street Festival on Sunday, September 7. The 7th Annual Keyport Country Jamboree & Chili Cook-Off will take place October 4-5.

Keyport's annual holiday festivities will begin on Saturday, November 29, with a tree-lighting ceremony, caroling, and celebration to mark Santa's arrival on West Front Street. The annual Pearl of the Bayshore Candlelight House Tour is scheduled for Saturday, December 13.

"We have something going on in every season," said KBA President Jeffrey Fink, "and that's part of our goal, to make Keyport a year-round destination for shopping, dining, and family recreation. The events offer something for everyone."

The non-profit Keyport Business Alliance is dedicated to fostering economic development and continued revitalization of Keyport's commercial district, as well as preserving the Borough's historic past. For additional information, visit www.keyportonline.com. For more information on special events in Keyport, call Allen Consulting at 732-946-2711.

Do you need quick access to a computer with high-speed cable connection to the Internet?

Keyport Free Library Programs to the rescue.....

A Keyport business owner (whether or not a Keyport Borough resident) is entitled to have a Library card without charge. Library membership allows members to use our computers and facilities, include Internet access and our interlibrary loan services through which we can secure books not in our collections. In addition, the Keyport Free Public Library is the only library in the area that permits cardholders to use the computers as word processors, which is handy if the business does not have one on hand. Some local businesses have utilized the computers to create and print weekly menus!

Local businesses may contact our Librarians for assistance. The Library staff and board want to hear from business owners regarding their needs and any special service the Keyport Free Library may be able to provide.

Claude Salomon, President, Board of Trustees, Keyport Free Public Library, For More Info Call: 732.264.0543

Mc Ewan's Coffee & Lite Fare Feature, The John Casi Collective and "OPEN MIC" Nights

Debuting on Valentine's Day, The John Caspi Collective, a rock group with members from Keyport and Union Beach, will be hosting monthly "Open Mic" nights at Mc Ewan's Coffee and Lite Fare on the Bay, 27 W. Front Street. Check www.keyportonline.com and www.caspicollective.com for times and dates.

"Open Mic" Night is a forum where members from the audience take their turn giving a short ten minute maximum performance. Performers usually include singer/songwriters and poets, but other expressions of creativity are typically welcome. Any person, professional, or amateur are welcome to place their name on a sign-up sheet and take the stage. Keyport Music, Tom Paladino, 3 W. Front Street has provided the sound system for "Open Mic" Night.

Business Hot Spot

Another level of Regional Business to Business Marketing...

KBA Offers Keyport Businesses Northern Monmouth Chamber of Commerce NMCC Membership for KBA Members - only \$50 a year.

Call 732.291.7870 to get even more bang for your buck. (Psst - that's a savings of over \$150 a year, thanks to KBA.)

Want more? ATX Will Pay Your NMCC 2003 Dues. Sign up for ATX communications products and services. Info: 800-220-ATX6

KUDOS to Sylvia Allen, Allen Consulting NMCC Crystal Beacon Business Ambassador of the Year. Sylvia's energy and enthusiasm have focused national attention and interest on local communities such as Keyport and Highlands Crystal Beacon Awards - May 15, 2003.

Register now for these upcoming NMCC Events:

• **Meet the Mayors Tuesday, February 11th**
Indigo Moon Atlantic Highlands 5:30 until 8 pm
Sponsored by JCP&L

• **Make Sure Your Business is Protected Weapons of Mass Destruction: The Impact on Your Business, Tuesday, February 25**
The SeaGull Restaurant 8:00-9:30 am
Registration & info for NMCC programs and events: info@northernmonmouth.org or 732.291.7870



- Do you need regional contacts to expand your business networking? NMCC may be the answer you are looking for with business to business networking and education business trend information sessions. See www.northernmonmouth.org.
- Use the "On-Line Media Kit" from www.keyportonline.com to provide your prospective Keyport demographics.
- Northern Monmouth Chamber of Commerce (NMCC) membership opportunities will be available with special KBA member rates.

Business Operators - Good Things To Do:

Keyport Business Alliance, Post Office Box 636
Keyport, New Jersey 07735



Keyport Business Alliance

Post Office Box 636
Keyport, New Jersey 07735
Phone 732-739-0690
Fax 732-739-6316
www.keyportonline.com

KBA Board of Directors

Executive Committee

Jeffrey Fink, President
Keyport Army Navy

Michael Norris,
Vice President/Secretary
Michael's Catering

Joanne Okerbloom, Treasurer
Fleet Bank

Kathaleen Shaw
KBA Business Advocate

Board of Directors

June Atkins
Council Representative

Dr. Barbara Currie
Chiropractor

Barbara Eckert
Second Hand Prose

Chris Fernicola
Front Porch Emporium

William Larkin
Resident Member

John, J. Merla
Mayor

Patricia Piney
Shrewsbury State Bank

Kenneth Schwartz
Commercial Property Owner

Mark Sessa
*Keyport Unified Planning
Zoning Board Representative*

Sandra Shevlin
Tax Preparer

Art Sinsheimer
McEwan's Coffee & Lite Fare

Corporate/Institutional Partners

Patti Baxter
Northern Monmouth Chamber

Larry Novick
*Brookdale Small Business
Development Center*



Find it in Keyport...Child Care/Preschool Services, Keyport offers child care and preschool services through:

DiscoveryLand Day Care Center
17 Third Street **732-888-0697**

Miles of Smiles
14 Luppamong Avenue **732-203-9766**

Good News Christian Pre-School
60 Maple Place **732-335-1522**

DiscoveryLand is owned by a husband and wife team – Mark and Tami Amodio. Both of the owners are certified teachers, and participate in the operations of the center. Their goal is Quality not Quantity! DiscoveryLand is licensed by the New Jersey Department of Human Services Division of Youth and Family Services and a member of the New Jersey Child Care Association. The center is open 7:00 a.m. until 6 p.m. Monday through Friday, 12 months a year and closed major holidays. The center is housed in a two-story building that was once the owners' home. The building contains large, sunny, cheery classrooms and two bathrooms with child size toilets. Outdoor space includes two fenced play areas for running and playing. Academics include freeplay, creative time, songs, stories, and circle time. Children are exposed to the fundamentals they need to begin kindergarten – ABC's, 123, Shapes, Colors, Beginning Reading and Printing, Listening Skills, Spanish, and Sign Language. Arts and crafts, music, library visits including story telling and video tapes are part of the DiscoveryLand experience. Two snacks a day are provided and children bring lunch through Thursday and on Friday are provided lunch with fresh milk delivered daily for a minimal charge. Extra weekly activities (swim, gymnastics and computer and Summer Camp (June 21-September 1)) are available for minimal charges.

Child Care/Pre-School Services... continues on page 3

2002 Pearl of the Bayshore Holiday Candlelight House Tour

KBA would like to give special thanks to former Councilwoman Susan Ashmore for her dedicated work to create this new holiday event for Keyport, along with all the KBA volunteers who worked on all the events for 2002. Many new visitors discovered Keyport shining brightly this holiday season. KBA extends appreciation to our local homes, the Keyport Free Library, and Churches who participated in the Pearl of the Bayshore Holiday Candlelight House Tour. Our charming, historic building stock was showcased to over three hundred (300) visitors who traveled by trolley throughout our town this holiday season. Photos of the tour can be seen on www.keyportonline.com photo albums.

Anyone interested in being on the 2003 Tour December 13th contact Allen Consulting 732-946-2711 or KBA Staff 732-739-0690.

Keyport Style Guide Info

All civic/community organizations within Keyport are permitted to use the authorized Borough logo free of charge. Use of incomplete or separated logo elements are not permitted. To get your copy of the brand guidelines and hi-res images in a PDF file, click the PDF button to the right in "about keyport" page, "logo style guide" section of www.keyportonline.com.

Community Corner

- Thinking about starting a business – contact the KBA Office for more info and technical assistance connections.
 - Community volunteers needed for KBA events and committees – Love your town, get involved in the process to improve Keyport.
 - Keyport clubs and organizations can list your meeting dates, members and special events free on www.keyportonline.com. Be sure you are listed – contact KBA Office.
 - Clubs and organizations – Be a part of the Keyport Memorial Day Parade!
- For more info, e-mail kshaw@keyportonline.com or 732-739-0690.

Child Care/Pre-School Services... continued from page 2

Miles of Smiles Child Care/Preschool Center – Tarra Zuppa, Director provides their mission statement: A commitment to provide a loving developmental foundation for each child's individuality along with lots of hugs!!! We provide a SAFE and SECURE environment, full of creativity which encourage the development of social and verbal skills through arts and crafts, music, video, literature, outdoor play and circle time. Our staff is made up of licensed teachers, consultants and child care assistants dedicated to your child's independence and exploration. All teachers are CPR certified. We are a small, family run a child care preschool center. So if you feel lost in those large 200-plus "super" centers, not knowing one teacher or child from the next, call on us. We provide low ratio stability with lots of love and learning.

Good News Christian Pre-School – a ministry of Gethsemane Lutheran Church, the preschool is

designed to offer quality programs in a loving Christian environment. Dianne Collier, Director outlines that a preschool aged child needs to learn how to be a friend; do things by themselves; communicate; experience lots of fun and a variety of playing (with messy stuff), singing, dancing, pretending, building things with blocks, using crayons and scissors, group stories and show and tell. The importance of being accepted, loved and respected for who they are, in an environment that furnishes our students all of these necessary and important skills, are important experiences of early childhood. Schedule and monthly fees information can be obtained by contacting 732-335-1522. Experienced staff and nurturing Board of Directors guide the Good News Christian Pre-School. Cathy Maldonado, Keyport attests that, "The classrooms are bright, cheery and are not overcrowded so each child, if needed, can receive special attention....."

2003 Keyport Business Alliance Meeting Schedule

Committee Board Council Meetings	Special Events	Marketing Committee	Visual Improvement	Economic Development	Board of Directors	Borough Council Meetings
Meeting Time & Place	Check Website For Details	(3rd Thurs.) 6 pm @ Mc Ewan's Coffee 27 W. Front St.	(4th Tues.) 6 pm @ Keyport Sr. Ctr. 110 2nd St	(As announced) Smart Growth Ad Hoc Planning Committee	6 pm @ Keyport Sr. Ctr. 110 2nd St. Legal Ad Public Noticed	8 pm @ Keyport Sr. Ctr. 110 2nd St.
January	Winter Wonderland Sales Sat. 18th thru Mon. 20th	Mon. 6th Special Thurs. 16th	Tues. 28th		Mon. 27th	Tues. 7th Work Tues. 21st Reg
February		Thurs. 20th	Tues. 25th			Tues. 4th Work Tues. 18th Reg
March		Thurs. 20th	Tues. 25th		Mon. 3rd annual meeting & election	Tues. 4th Work Tues. 18th Reg
April		Thurs. 24th (adjusted for Passover)	Tues. 22nd			Tues. 1st Work Mon. 14th Reg
May	Memorial Day Parade Sun. 25th starts @ KHS 1pm	Thurs. 15th	Tues. 27th		Mon. 5th	Tues. 6th Work Tues. 20th Reg
June		Thurs. 19th	Tues. 24th			Mon. 2nd Work Tues. 17th Reg
July	Americana Fest. of Sails & Chowder Cook-Off Sat. 5th thru Sun. 6th	Thurs. 17th	Tues. 22nd			Tues. 1st Work Tues. 15th Reg
August	Mid-Summer Street Fair Fri. 1st thru Sun. 3rd	Thurs. 21st	Tues. 26th			Tues 5th Work Tues. 19th Reg
September	Antique & Collectibles Sun. 7th	Thurs. 18th	Tues. 23rd			Tues. 2nd Work Tues. 16th Reg
October	Country Jamboree & Chili Cook Off Sat. 4th thru Sun. 5th	Thurs. 16th	Tues. 28		Mon. 27th	Tues. 7th Work Tues. 21st Reg
November	Tree-Lighting Sat. 29th	Thurs. 20th	Thurs. 20th* *Combined meeting @ Mc Ewan's Coffee			Mon. 3rd Work Tues. 18th Reg
December	Candlelight House Tour Sat. 13th					Tues. 2nd Work Tues. 16th Reg